BACHELOR OF ARTS IN PUBLIC RELATIONS

(Minimum 120 credit hours required)

NAME_______________________________________________________

DATE_____ / _____ / ______

RELIGION CORE

DEVELOPING BIBLICAL FAITH/LIFESTYLE

BIBL-110 Message of the New Testament (3)…………. ( )
BIBL-111 Message of the Old Testament (3)…………. ( )
THEO-230 Intro. to Theology (3)……………………( )
THEO-231 Intro. to Christian Ethics (3)……………... ( )
Christian Service (80 clock hours)* …………………… ( )

*Christian Service is not a course; the hours are earned by a combination of class, group, and individual service learning experiences

SUBTOTAL (12 hours) …………………………………………………

LEE UNIVERSITY FRESHMAN EXPERIENCE

LEEU-101 Freshman Seminar: Gateway (1) (Fall)……. ( )
LEEU-102A Global Perspectives Seminar (1) (Spring)…. ( )
LEEU-102B Foundations of Benevolence (1) (Spring)…. ( )

SUBTOTAL (3 hours) …………………………………………………

GENERAL EDUCATION CORE

ACQUIRING FUNDAMENTAL ACADEMIC SKILLS

ENGL-105 (4) and ENGL-110 (3)…………………………..( ) ( )
OR ENGL-106 (3) and ENGL-110 (3)………………… ( ) ( )
OR ENGL-110 (3) [Depends on placement]

MATH-101 Contemporary Math (3) or higher level math….. ( )

EXPLORING THE HUMANITIES

HUMN-201 Foundations of Western Culture (3)……….. ( )

Two of the following (6)

HUMN-202 Rise of Europe (3) …………………………. ( ) ( )
HUMN-301 Foundations of Modern World (3)
HUMN-302 Modern Western Culture (3)
HIST-221 / 222 Western Civilization I, II (3) (3)
ENGL-221 Western Lit: Ancient to Renaissance (3)
ENGL-222 Western Lit: Enlightenment to Postmodern (3)

One of the following (3)

ARTS-244 / 245 Art History I, II (3) (3) …………( )
MUHL-211 Music in Culture (3)
PHIL-241 Introduction to Philosophy (3)
THEA-201 Theatre in Culture (3)

UNDERSTANDING CONTEMPORARY SOCIETY

HIST-212 Recent American History (3)

OR

PLSC-250 American Government (3)………………… ( )

Two of the following (6)

PSYC-200 Understanding Human Behavior (3)….. ( ) ( )
SOCI-200 Understanding Contemporary Society (3)
ECON-200 Understanding Economic Issues (3)

RESPECTING THE NATURAL WORLD

LAB SCIENCE: Choose one (1) course along with the corresponding lab: BIOL-103, 104, 108, CHEM-110, PHSC-111-112, ASTR-111 ……………………………. ( )

SEEKING A GLOBAL PERSPECTIVE

GNST-250-253 Cross Cultural Experience (1-3)……….. ( )
Intermediate (or higher) Foreign Language (6)……… ( ) ( )

SUBTOTAL (38/44 hours) ……………………………………………

SPECIALTY AREA

COMM-200 Understanding Human Comm (3)………… ( )
COMM-211 Public Speaking (3)…………………………. ( )
COMM-284 Principles of Public Relations (3)………. ( )
COMM-301 Pub. Rel. & Advertising Research (3) …… ( )
COMM-305 Communication Practicum (1)……………. ( )
COMM-316 Public Relations Writing (3)………………….. ( )

One writing course chosen from the following:

COMM-312 Reporting & Writing (3)
COMM-362 Feature Writing (3)
DIGM-241 Broadcast Copywriting (3)
DIGM-242 Basic Broadcast Journalism (3)
COMM-356 Media Relations (3)…………………………. ( )
COMM-400 Internship Seminar (1)………………………. ( )
COMM-401 Internship (2)………………………………….. ( )
COMM-410 Media Law (3)………………………………….. ( )
COMM-430 Public Relations Planning & Mgt (3) …….. ( )
COMM-495 Christianity & Communication (3)……….. ( )

Public Relations Electives (12 hours)

Choose from the following:…………………………….. ( ) ( ) ( ) ( )

BUSN-205 Principles of Business Management (3)
BUSN-309 Principles of Marketing (3)
COMM-250 Basic Digital Photography (3)
COMM-260 Desktop Publishing (3)
COMM-270 Web Page Design (3)
COMM-286 Principles of Advertising (3)
COMM-352 Organizational Communication (3)
COMM-354 Intercultural Communication (3)
COMM-355 Event Management (3)
COMM-358 Crisis Communication (3)
COMM-401/2 Internship (2,1) may be repeated for credit
COMM-426 Integrated Marketing Comm. (3)
COMM-445 PRSSA Bateman Case Study I (3)
COMM-446 PRSSA Bateman Case Study II (3)
COMM-491/2/3 Contemporary Topics in Comm. (1-3)
DIGM-365 Innovation & Social Media (3)

SUBTOTAL (46 hours) …………………………………………………

GENERAL or MINOR ELECTIVES

………………………………………………………….. ( )
………………………………………………………….. ( )
………………………………………………………….. ( )
………………………………………………………….. ( )
………………………………………………………….. ( )
………………………………………………………….. ( )

SUBTOTAL (15/21 hours) …………………………………………

ACADEMIC ASSESSMENT

GNST-400 Academic Profile (0)…………………………. ( )
SMFT-COM Major Field Test (0)…………………………. ( )

DATE______/______/______

LEE UNIVERSITY

PUBL.R.BA

Approved for 2014-2015

2014-2015
**SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR BACHELOR OF ARTS IN PUBLIC RELATIONS**

(The 80-clock-hour Christian Service requirement is not listed, but is spread throughout the four years.)

### FRESHMAN YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEEU-101, 102A, 102B</td>
<td>3</td>
</tr>
<tr>
<td>College Writing/Workshop</td>
<td>3/4</td>
</tr>
<tr>
<td>Rhetoric and Research</td>
<td>3</td>
</tr>
<tr>
<td>Message of New/Old Testament</td>
<td>6</td>
</tr>
<tr>
<td>U S History/Government Option</td>
<td>3</td>
</tr>
<tr>
<td>Intermediate Foreign Language*</td>
<td>6</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>Understanding Human Communication</td>
<td>3</td>
</tr>
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</table>

**Total**: 30/31

### SOPHOMORE YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro. to Theology</td>
<td>3</td>
</tr>
<tr>
<td>Intro. to Christian Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Lab Science</td>
<td>4</td>
</tr>
<tr>
<td>Contemporary Math</td>
<td>3</td>
</tr>
<tr>
<td>Contemporary Society Options</td>
<td>6</td>
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<tr>
<td>Foundations of Western Culture</td>
<td>3</td>
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<tr>
<td>Humanities Option</td>
<td>3</td>
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<tr>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>General or Minor Electives</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total**: 31

*This assumes the student places at the Intermediate level. If student places at the elementary level, s/he must take the elementary classes during the freshman year, and they will count as 6 hrs of general electives. The intermediate level classes would then be taken in the sophomore or junior year.

### JUNIOR YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR Writing</td>
<td>3</td>
</tr>
<tr>
<td>Additional writing course</td>
<td>3</td>
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<tr>
<td>PR Planning &amp; Management</td>
<td>3</td>
</tr>
<tr>
<td>PR and Advertising Research</td>
<td>3</td>
</tr>
<tr>
<td>Communication Practicum</td>
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<tr>
<td>Media Relations</td>
<td>3</td>
</tr>
<tr>
<td>Communication Electives</td>
<td>3</td>
</tr>
<tr>
<td>Humanities Options</td>
<td>6</td>
</tr>
<tr>
<td>Cross-Cultural Experience</td>
<td>1/3</td>
</tr>
<tr>
<td>General or Minor Electives</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total**: 30/32

### SENIOR YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Internship Seminar</td>
<td>1</td>
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<tr>
<td>Internship</td>
<td>2</td>
</tr>
<tr>
<td>Media Law</td>
<td>3</td>
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<tr>
<td>Christianity &amp; Communication (last semester)</td>
<td>3</td>
</tr>
<tr>
<td>Communication Electives</td>
<td>9</td>
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<tr>
<td>General or Minor Electives</td>
<td>9</td>
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**Total**: 27